


## Date Correction Folder

1 item

zero K in disk

1.9 GB available

Name	Size	Kind	Last Modified	Version
 nov music national direct	32K	Excel 4.0 spreadsheet	Mon, Aug 19, 1996, 9:29 PM	—

2062307261

VIRGINIA SLIMS 1996  
DIRECT MAIL: NOVEMBER NATIONAL MUSIC

PROJ CODE: K52

	Cell	Coupon Value	Names	Estimated Redemption	Unit Cost	Total Cost	Units Moved
<b>Production &amp; Postage:</b>		VSL6001	1,300,000		\$1.10	\$1,430,000	
<b>Description</b>							
VS High Responder	4,5,6,7	\$1.00 Off Carton/4-Pks	499,327	30%	\$1.10	\$164,778	22,769,311
		\$2.00 Off Carton	499,327	35%	\$2.10	\$367,005	34,952,890
Superslims	1,2	\$1.00 Off Carton/4-Pks	21,339	30%	\$1.10	\$7,042	973,058
		\$2.00 Off Carton	21,339	35%	\$2.10	\$15,684	1,493,730
65+ High Responder	8	\$1.00 Off Carton/4-Pks	29,071	30%	\$1.10	\$9,593	1,325,838
		\$2.00 Off Carton	29,071	35%	\$2.10	\$21,367	2,034,970
Model Control Test	3	\$1.00 Off Carton/4-Pks	25,000	30%	\$1.10	\$8,250	1,140,000
		\$2.00 Off Carton	25,000	35%	\$2.10	\$18,375	1,750,000
VS Low Responder	9,10,11,12,13	\$1.50 Off Carton/4-Pks	168,913	10%	\$1.60	\$27,026	2,567,478
		\$3.00 Off Carton	168,913	15%	\$3.10	\$78,545	5,087,390
Potential Last Chance	14	\$1.50 Off Carton/4-Pks	8,156	10%	\$1.60	\$1,305	123,971
		\$3.00 Off Carton	8,156	15%	\$3.10	\$3,793	244,680
Competitive FM/PV High Responder	2,3,4,5	(2) \$1.00 Off Carton/4-Pks	256,341	17%	\$2.20	\$95,872	13,247,703
		\$3.00 Off Carton	256,341	20%	\$3.10	\$158,931	10,253,640
Capri	6	(2) \$1.00 Off Carton/4-Pks	38,906	17%	\$2.20	\$14,551	2,010,662
		\$3.00 Off Carton	38,906	20%	\$3.10	\$24,122	1,556,240
Comp FM/PV Low Responder	7,8,9,10	(2) \$1.50 Off Carton/4-Pks	66,437	14%	\$3.20	\$29,764	2,827,559
		\$3.00 Off Carton	66,437	16%	\$3.10	\$82,953	2,125,984
Model Control Test	1	(2) \$1.50 Off Carton/4-Pks	24,978	14%	\$3.20	\$11,190	1,063,064
		\$3.00 Off Carton	24,978	16%	\$3.10	\$12,389	799,296
Misty Test Cell	12	(2) \$1.50 Off Carton/4-Pks	9,962	14%	\$3.20	\$4,463	423,983
		\$3.00 Off Carton	9,962	16%	\$3.10	\$4,941	318,784
Capri New	11	(2) \$1.50 Off Carton/4-Pks	32,988	14%	\$3.20	\$14,779	1,403,969
		\$3.00 Off Carton	32,988	16%	\$3.10	\$16,362	1,055,616
Misty	13,14,15	(2) \$2.00 Off Carton/4-Pks	118,582	10%	\$4.20	\$49,804	3,604,893
		\$4.00 Off Carton	118,582	10%	\$4.10	\$48,619	2,371,640
			1,300,000				
<b>Keying Survey</b>						\$100,000	
post card for bars			187,894		\$0.45	\$84,552	
bar night gift			18,789		\$2.50	\$46,974	
cd's for local			0		\$2.00	\$0	
cd bb+ fulfillment	10 upcs		1,400,000	5%	\$4.00	\$280,000	1,400,010
<b>TOTAL PROGRAM COSTS</b>						\$3,183,028	118,906,158
cd's						\$140,000	
bar extras						\$131,526	
<b>program less cd's</b>						\$3,043,028	
<b>CPM</b>						\$26.77	

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